Amber Foster

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7-3 Project Three

**APP LAUNCH PLAN**

The purpose of the weight tracking application will be to help users reach their desired target weight within the desired time frame. The weight tracking application will include bullet points of the important features that the application has to offer. First, the application will build healthy habits with notifications to help users to remember their goal. Next, the application will track measurements, symptoms, conditions, and more. Lastly, the application will help users discover what needs to improve to help them reach their goal. After the user creates their account, the application will describe to the user the process on how to use the weight tracking application for those that are not familiar with weight tracking applications. But if the user wants to skip the prosses, then they can just skip to the next part of the process.

The weight tracking application icon will show an image of a scale and a measuring tape going around the scale to help promote the purpose of the weight tracking application. The application icon will show both the scale for the tracking feature and measuring tape for the weight feature to have a clean and clear vision of the weight tracking applications purpose. The weight tracking application icon will promote the purpose of weight tracking by using bright colors for the background to help the icon pop out from the rest in the app store.

The weight tracking application will run on the current Android version 29 or newer to allow the application to successfully run smoothly with no problems.If the user is running their mobile device on a previous version of Android, then the user will be unable to download and use the weight tracking application. If the user is running the up-to-date version of Android on their mobile device, then the user will have access to the features from Google Play App and use the updated Android APIs. The application will only ask for permission from the user to allow notifications to be sent to them. If the user allows notifications, then the application can notify the user if they have reached their goal of their target weight. If the user does not allow notifications, then the application will not ask the user for any other permissions along the way. The application will not ask for permission to record phone audio from the user because the application does not use any type of audio recording features for the user to use.

The monetization plan for my application will have an in-app advertisement that will allow different corporations to promote their businesses to the app users for a monthly fee. The monthly fee will include a small banner that will go across the top of the screen that has product ads to help influence the audience by showing a mixture of ads that will feature their business to the users once they login. The companies can also pay a one-time fee that will feature their ads for only a month. If the user does not like the ads, then they can pay a one-time fee to remove the ads from their accounts after they login and navigate to the ad-free feature.